THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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'Lucky' Friday the 13th is ripe

IN THE VALLEY OF THE MOON

We are, too, a "newspaper," officially recognized. Ayer's Newspaper Directory, Philadelphia, wrote us: "We've recently learned of Moonbeams, but you have not been listed in our directory. Will you please furnish us the requested information, also mail us a recent issue of your publication." So there!

A jack-rabbit start is the sign of a hare-brained driver. VALLEY WATCH REPAIR, Boyes. Guaranteed workmanship. Giftware.

Local businessmen have many different ways of operating their businesses. We know one that'll charge you $4 just to make a service call. There are others (had one this week) who not only come to the house on call, and fix whatever you're having fixed, and if it's a very small job, charge nary a nickel. A garageman we know never charges for a simple little repair job. Nice to know sometimes. And we expect the generous ones profit more in the end.

RAY'S ELECTRIC MOTOR SHOP, Hiway 12 near Thompson. Any kind of electrical installation or repair. Highest grade service.

Haven't sold our house yet, but it can be had—'cause we honestly want a larger place. At the price listed, it's a bargain. Two bedrooms, bath, combination kitchen and dining, large living room, lotsa closet space, attachced garage, fenced back yard, and other little gimmicks that're good. $8500, and there should be a substantial down payment or all cash. $2500 of total can be paid at $50 a month. Look us over. Second house from Thompson, on Third. It's cream-colored.

LIONS MEET TUESDAY NIGHT, Palms Inn. Vintage Festival, Stateline trip—all the information will be ready. Don't miss.

PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Come in and meet Carl and Jim.

The Lazy R & T isn't a ranch, but a new shop in Sonoma, at 412 First street East. It handles used tools of all descriptions, some furniture, and a host of novelty items. And they sharpen saws by machine. DeWitt Row, co-prop with Mrs. Thomason, tells us he's too golblasted lazy to sharpen saws by hand nowadays so he's installed a machine that does the work better and faster. Drop in and get acquainted with the new tool depot.

R and T SHOP, 412 First St. East, Sonoma. Used tools of every sort. Some furniture. Saw filing and sharpening by machine.

Was insulted the other night by an uncouth Lion, and may again go on our every-once-in-awhile diet. He looked us over carefully, profile view, and said: "Colonel, would you save me the spotted one?"

In re Lions: Shouldn't have said they were going early in October to Stateline. It should have been: Going to Lake Tahoe to take up intensive nature studies.

PLAZA FOUNTAIN, next to theater, Sonoma. Finest fountain service, tasty lunches and meals. Our own home-made pies.

Driving down Hiway 99 we saw a sign reading "California Hot Springs." Big signs, too, and we saw them frequently over many miles. Can't find the place on our map, but apparently it is off the highway 75 miles or so toward the mountains, probably in the foothills below Sequoia, and reached in part at least by dirt roads. It's said to be quite a resort. But aren't they enterprising? You don't see a Boyes Hot Springs sign till you get to the plaza in Sonoma.

BOYES SPRINGS FOOD CENTER. Weather changes indicate meal changes. We've got everything! at mighty low prices.

That school bond election—they only want $130,000 this time—comes up in just one week—September 20. Polls are open from 7 a.m. to 7 p.m. and of course all dealers in intoxicating beverages must close for the day.

While other local papers are all for the bonds, Moonbeams is not. And until the school board gets on the ball and studies the matter of a 12-month school, use of the school plant more hours a day, we'll never vote for another cent for constructing new classrooms.

And we're pretty sure a lot of other voters and taxpayers feel the same.

The board shushes off any consideration of a junior high school with the plea it'll take too long. It won't take a minnute longer than to build more high school classrooms. And with a junior school the

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pressure would be off the "big" school because the seventh and eighth grades would be shunted to the junior high, which also would take care of the ninth grade. And if such a school should become too overcrowded, there could be another junior school in some other upper valley location.

Junior high schools are now standard all over the state and nation, but this valley is still sticking with the older concept of eight elementary grades, then four years in high school. This practice is obsolete over much of the country.

The general idea of concentrating all the high school facilities in the city of Sonoma also is archaic.

Let's again let the high school board know that it can't continue to milk the community for funds which could better be spent elsewhere and in other ways. Maybe another resounding defeat for the bonds would "larn 'em."

PAUL'S OLD RANCHERO, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.

Advance warning: Milk recently went up 2 cents a half gallon. Print paper has risen 30 per cent since Moonbeams started. Other prices have continued to go up.

So, if there isn't some toning down before long, we'll have to increase our advertising rate from $1 per issue to $1.25. We'll do this very reluctantly, but most advertisers will understand our position. Maybe it won't be necessary, but in any event, that's it!

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

The Valley lost a grand man in the death of John Merlo Sr., who with his son John Jr. have operated the El Dorado hotel in Sonoma. He died last week Wednesday at the age of 75. He had lived in this section for 30 years. Funeral services were held Saturday.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

Even if they live in Los Angeles they like to get their names in Moonbeams. Didn't think they gave a darn. But here goes: We spent an enjoyable Saturday afternoon and evening with Mr. and Mrs. Daniel Sauer in West Van Nuys, and had a brief visit with the Howard Hockenberrys in Northridge. Also spent a few fleeting hours with the Gene Bezards in Chatsworth. Now that should wind up all our omissions and commissions.

LEE'S CHUCK WAGON, formerly Fireside, Sonoma highway. The food is excellent, atmosphere decidedly western. Finest of drinks.

A wedding item: Bart J. Seman, proprietor of Junior's Resort, and Eleanor Wentworth, both of Boyes Springs, were married Satur-

day, Sept. 7, in Carson City, Nev. After a brief honeymoon in Reno they returned to make their home in the Springs. The new Mrs. Seman has lived here for several years, and was for a time employed at Sonoma state hospital. Their many friends are extending felicitations.

FREE! Sat. Matinee, Sebastiani theater, 2 p.m. Tickets good for child, junior, adult. PIZZA. Steam Beer! 4 CORNERS CAFE.

Regardless of your feelings on integration, etc., we doubt many of us are proud of some of the news pictures of the school rioting in the south, with horrible expressions of hate on the part of some of the participants. Hope it gets settled, but afraid it will take an awfully long time.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

It must have happened to you, too. But Tuesday night we labored all night long on the linotype, setting up copy for a super market ad, and when we wakened the tiredness was almost real.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

We learn the Boyes Springs Merchants' association is looking into the matter of incorporation. A similar movement was under way 10 years ago, and a wealth of information as to the advantages of running our own business was accumulated. This material was gathered by the Boyes chamber of commerce, but disappeared when the Sonoma chamber very peculiarly swallowed up the Springs chamber andn its treasury balance of over $700.

Since that time other advantages of incorporation have cropped up. There's now a county sales tax. An incorporated city gets most of this tax back, but in the unincorporated areas the tax goes into the county general fund—and we get mighty little of it back in any shape or form.

Furthermore, you'll find that the aggregate total tax paid by say Sonomans are less than we pay out here in the sticks.

It's time for some positive action.

OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. Fast service. All workdone on premises. Pick-up. WE 8-5830.

Always had a dream that when we got rich we'd go back to Oregon, Ill., buy a wild island in Rock river, make it into a park and donate it to the city. It hasn't worked out that way, though. Another island, more developed and used for picnics, was named for Margaret Fuller, an Italian noblewoman who was an associate of Thoreau and other literary giants and who visited the place. If we yet get affluent, maybe we'll buy both islands.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Several new advertisers this week—Plaza Fountain and the R & T shop in Sonoma, also Ray's Electric Motor shop in Boyes. Makes us SO mad!

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

The missus had a birthday September 8—and has something like eight or nine cards to show for it. Our birthday comes October 8, and she has challenged us to make a better showing. So, dear friends, you wouldn't let us down, now, would you?

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

ESPOSTI'S LUNCH ROOM, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale.

And the blistering hot weather departed as quickly as it came. Three mornings we didn't have to turn on the heat. But now back to normal, early morning readings of below 50—and that's getting cold. For a former midwesterner.

DENNY'S COG CLUB, Boyes. Drop in, meet your fellow sportsmen. Compare notes. Everything congenial. Finest drinkables.

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here —save time, money. Wash, dry, iron. Your neighbors come here!

A reported boycott of Vintage Festival by several civic groups apparently got nowhere—so you may look for a full complement of carnival booths. No wheels, it is said, but plenty of "games of skill." The affair is set for September 28-29 on the Sonoma plaza.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

September is a month of "weeks." And very crowded. It's National Steel Kitchen Cabinet month, National Better Breakfast month, Child Foot Health month and American Home Lighting Fixture month. As if that weren't enough, we'll still be having 100 Per Cent Pure Maple Syrup week, National Dog week, National Tie week, and National Antifreeze week, to say nothing of Cranberry Festival day on the 28th.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

Prominent Sacramentoan: "We men are at a disadvantage in our ability to wear shorts gracefully because of knobby knees, etc. Oh, for a body beautiful!"

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

BOTTOM OF THE NINTH. You never really know, of course, in baseball—but it looks as if it's the bottom of the ninth inning for the Pacific Coast league. At least the league as we knew it for so long.

There'll probably be a league—Pacific Coast, Far West, whatever they may call it. But even the Solons and the Padres and the Stars will concede it won't be quite the same without the Seals and the Angels. Shades of the DiMaggios, the Great Mails, Stengel, and all the heroes those teams sent to the majors!

But we'll welcome Willie Mays and Duke Snyder and the rest, annd maybe one year we'll get a world serious, as Ring Lardner used to call it. Meanwhile, back at the home stand, we hope the old league hangs around, in new form but prosperous, so that no future bard can write:

"Somewhere the sun is shining, somewhere children shout;
"But there is no joy in Sunville—the mighty Coast league has struck out!"

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

DOG STORY (Readers' Digest):

When my husband wanted me to accompany him on a several months' business trip, I couldn't bear the thought of putting our old dog in a kennel for so long. "We'll take him with us," said my hus-

band. "There must be at least one hotel in every city that will take pets."

But in one Texas city our directory did not list a single hotel that accepted dogs. "I'll write for reservations anyhow," said my husband.

A few days later we received a reply saying that our party would be most welcome. "What did you say to get such an answer?" I exclaimed.

He handed me a carbon of his letter. It was a routine request for reservations, except for this closing sentence: "And would you mind if we bring along an elderly refined old gentleman, who happens to be a dog?"

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Teh fire alarm, long a familiar fixture on the street corner, seems to be moving into the American home.

Thousands of families have equipped their homes with various alarm systems since the end of World war II, and many builders are installing them in new homes, according to a building trade magazine.

A builder in Barnegat Bay, N. J., says "They'll soon be taken for granted, like electricity."

Prices of alarm devices range from $7.95 to more than $1000. The average price is about $200, which manufacturers say is reasonable, considering that some 15,000 persons died in U. S. home fires from 1953 to 1956.

Most systems use small thermal detector units placed on or near the ceiling of each danger zone. When one of these units spots heat of about 135 degrees or more, it sends an impulse to a central control panel, usually in the garage or basement. The largest systems have two alarms—a vibrator type in the bedroom and a gong alarm on the outside of the house. Both start operating when the impulse reaches the control panel.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Bennet Cerf had this in his column. It quoted a letter:

"Last New Year's my daughter and son-in-law and their 6-year-old Steven were among the guests. After dinner, we watched a football game on telveision, and that led to a general discussion of sports.

"One said he liked prize fights best, another golf, a third baseball.

Somebody finally asked young Steven what kind of sport he liked best.

"He looked in turn at everybody in the room, then came over and threw his arms around me and said, 'My gran'pa.' "

JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

NEW GRASS 'HORMONE'—If your grass doesn't grow, you may need something besides fertilizer.

This something is known as gibblerellic acid . Known to Japanese gardeners for 20 years, its capabilities have only recently been recognized in the U.S. Tested on Kentucky blue grass, the plant hormone promoted rapid growth and brought color back to yellowing grass in a few days. After it was cut, both fresh and dry treated grass weighed more than grass that had received no hormone.

Scientists of Eli Lilly and Company, which conducted the tests, believe the hormone may be valuable during periods when grass usually grows very little.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

A PROGRAM FOR THE SPRINGS AREA

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

A bridge across Sonoma river, connecting Craig and Thompson.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

A suitable name for the area, preliminary to incorporation as a city.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

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